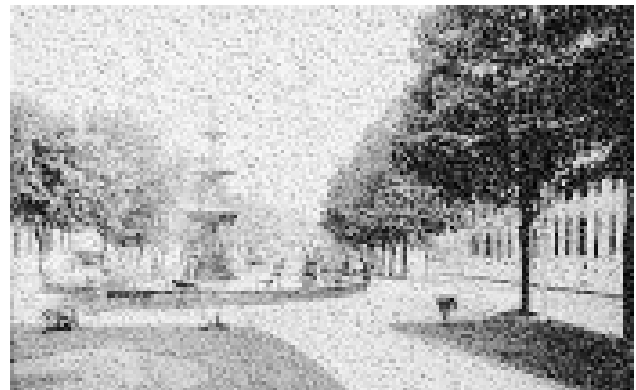


The intent of the Route 360 Highway Corridor area standards is:

- To encourage aesthetic improvements at existing business locations and to provide visual transitions between desirable rural vistas and proposed commercial and residential development through the implementation of specific architectural and landscape requirements.
- To provide architectural treatment standards which require compatible building standards within and between commercial and residential areas of the corridor.
- To improve the views of commercial areas by requiring large landscaped areas within parking lots and by providing limits on the extent of paving.
- To encourage the arrangement of buildings to create public and semi-public spaces.
- To advocate the development of a pedestrian scale community square and focal point with linkages between public and semi-public spaces.



Rural vista within Route 360 Corridor



Conceptual image of a community square

Included in this section are the following issues:

Established Commercial Requirements:

Landscaping	29-b.1
Architectural Treatment	29-b.2

Rural Transitional:

Landscaping and Architectural Treatment	29-c.1-2
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Village Centers:

Purpose and Intent	29-d.1
Site Development Standards	29-d.2
Setbacks	29-d.3
Architectural Treatment	29-d.4

Corridor Focus Requirements:

Purpose and Intent	29-e.1
Landscaping	29-e.1
Architectural Treatment	29-e.1
N.E. Quadrant of Route 360 and Hicks Road	
Site Development Standards	29-e.2

Per Sec. 19-586 (a)

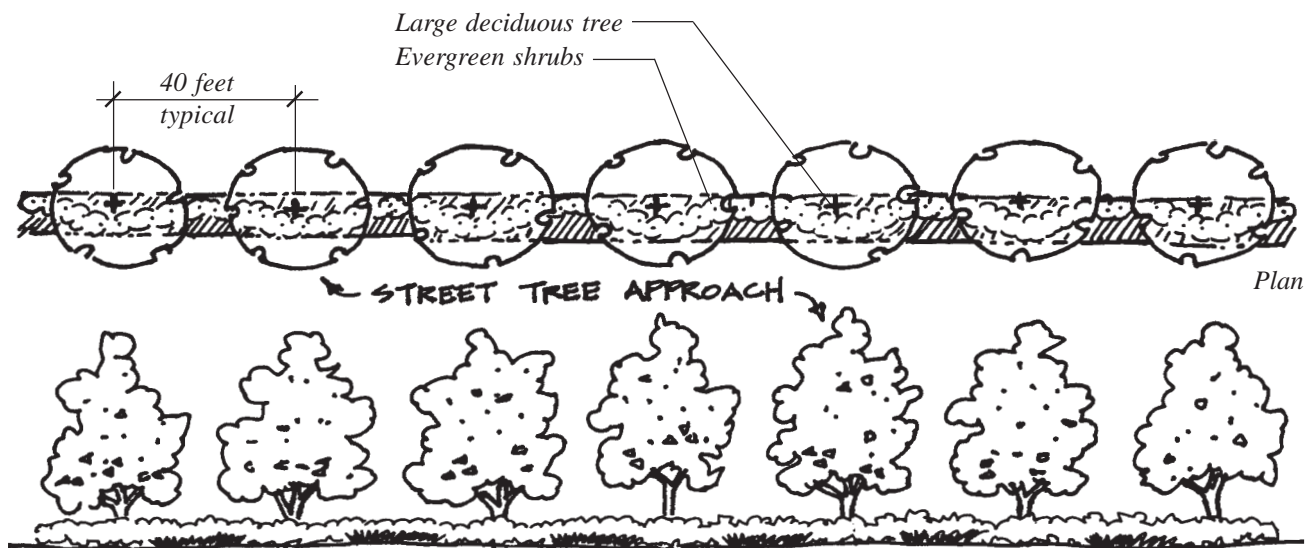
Perimeter areas within front and corner side yard setbacks shall be planted in a lineal pattern to create a formal landscape theme.

At least one large deciduous tree is required for each forty (40) lineal feet of road frontage. These trees shall be planted generally parallel to the adjacent road, approximately forty (40) feet on center. The species of tree shall be the same or similarly shaped within the front and corner side yard setbacks.

Low shrubs and ground cover shall be installed in accordance with applicable perimeter landscape requirements. Perimeter landscape requirements for evergreen trees and small deciduous trees do not apply to front and corner side yard setbacks within the established commercial zones.



A row of trees planted along the road reinforces the traffic circulation pattern and creates a formal landscape theme.



Elevation

Example of a linear landscape plan and elevation

Sec. 19-586(b)

Architectural treatment of buildings, including materials, color, and style, shall be compatible with buildings located within the same project or within the same block or directly across any road, as determined by the director of planning. Compatibility may be achieved through the use of similar building massing, materials, scale, colors, or other architectural features.

**INTENT:**

Through the consistent use of materials, colors, style, building massing, and other architectural features and site elements , a visual connection can be established between building forms. It is this visual connection that leads to the success of an area of development to be recognized as a place with a character that distinguishes it from other places.

SPECIFIC AREA STANDARDS



Example of architectural compatibility within a development.



Example of architectural compatibility within a development, and with adjacent residential neighborhoods. Use of the fence helps preserve the rural visual quality of the area.

SPECIFIC AREA STANDARDS



Example of preserving visual rural quality of the landscape.

Chesterfield County, Virginia

ROUTE 360 CORRIDOR RURAL TRANSITION ZONES ARCHITECTURAL TREATMENT

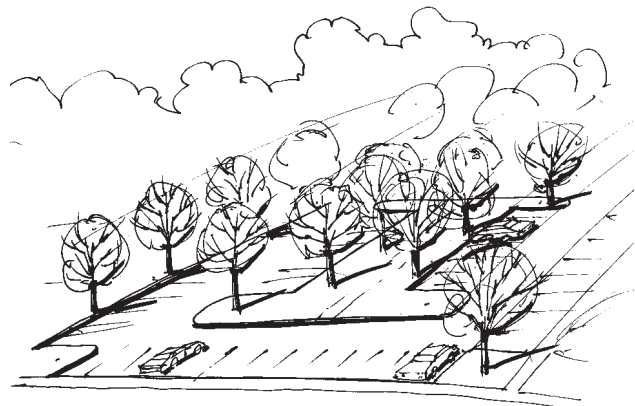
Sec. 19-587 (a) All structures shall have an architectural style compatible with surrounding residential neighborhoods. No visible flat or shed roofs shall be permitted. Compatibility may be achieved through the use of similar building massing, materials, scale, colors, or other architectural features.

Sec. 19-587 (c) Architectural treatment of buildings, including materials, color, and style, shall be compatible with buildings located within the same project or within the same block or directly across any road, as determined by the director of planning. Compatibility may be achieved through the use of similar building massing, materials, scale, colors, or other architectural features.



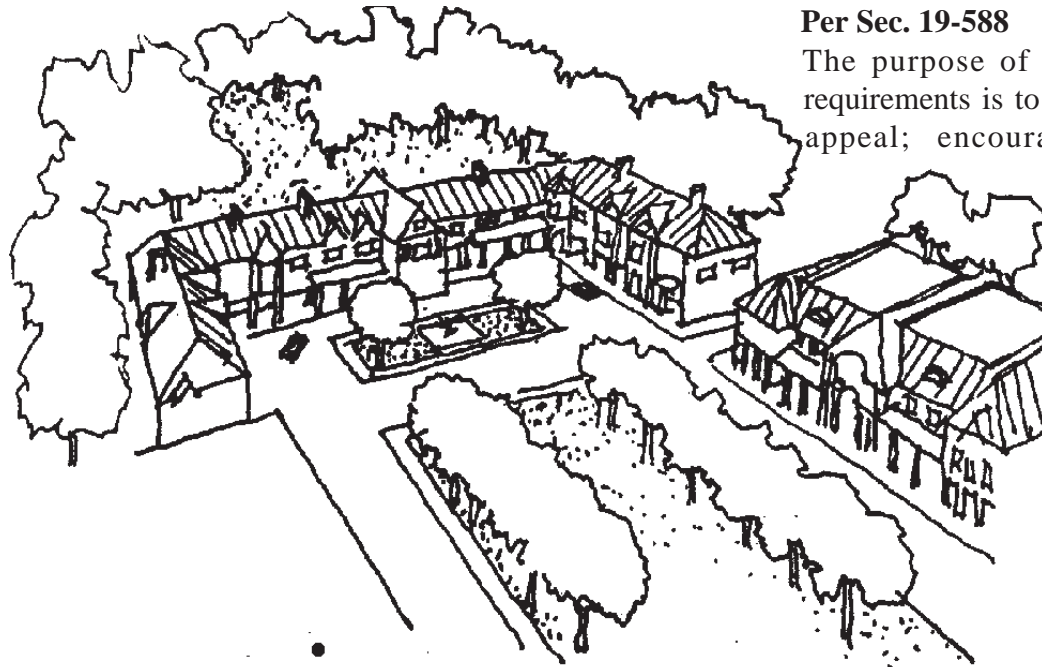
Landscaping elements can create a rural vista. Here, a rustic wood fence and a row of trees provide a bucolic setting for this entrance to a local golf course.

ROUTE 360 HIGHWAY CORRIDOR RURAL TRANSITION ZONES LANDSCAPING



Sec. 19-586 (b) Required interior parking area landscaping shall be aggregated into large areas within the parking area rather than dispersed throughout the parking area.

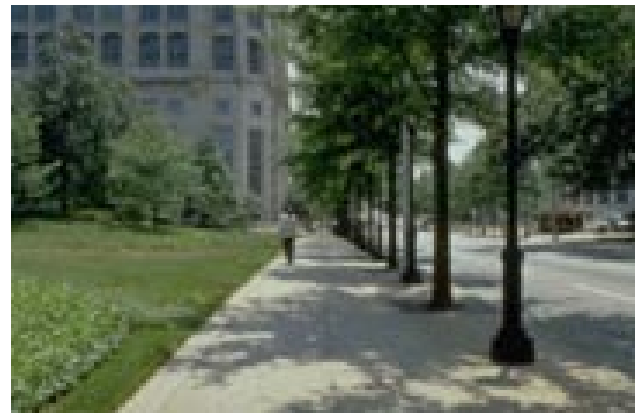
Design Standards Manual



Per Sec. 19-588

The purpose of the village center requirements is to increase a aesthetic appeal; encourage high quality development; provide shade and safety for pedestrians; and to improve the quality of the environment.

Conceptual layout of a coutyard in the proposed Village Center

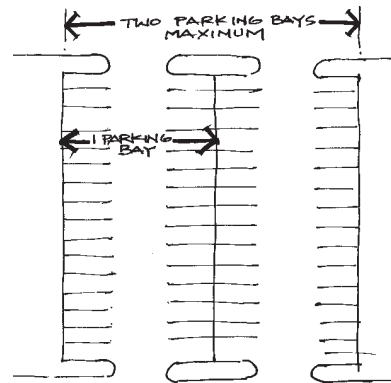


Trees and decorative light poles define and separate pedestrian and vehicular spaces.

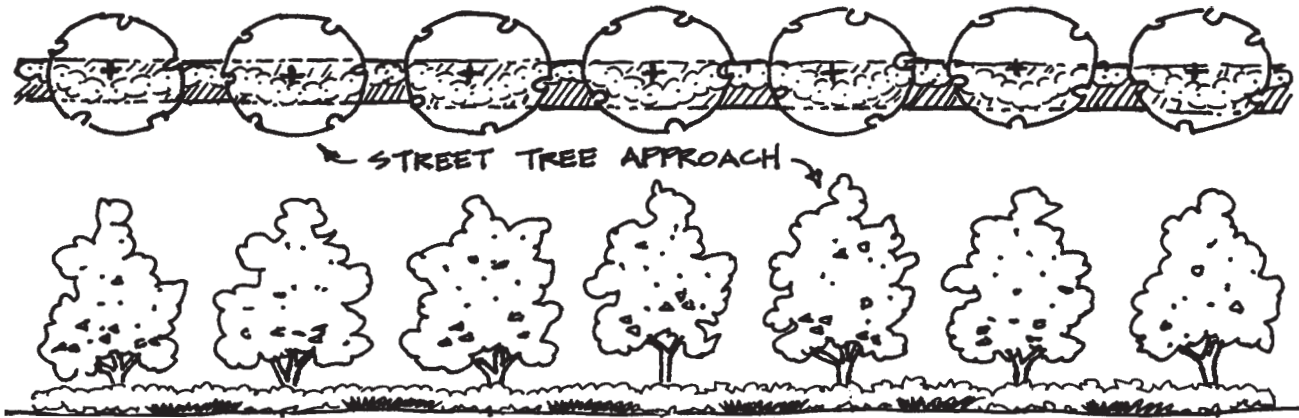
In order to create pedestrian oriented village centers, sidewalks, street trees, and pedestrian scale street lights shall be provided along roads and internal driveways as determined during site plan review. Connections shall be required to adjacent sites, developments, and neighborhoods.

Sec. 19-588 (a)

Parking areas shall be limited to two (2) bays with a driveway unless modified during site plan review. If modified, the design shall not permit large expanses of parking areas.

**Sec. 19-588 (f)**

Sites shall be designed so that internal roads and driveways create a grid system.

**Per Sec. 19-588 (g)**

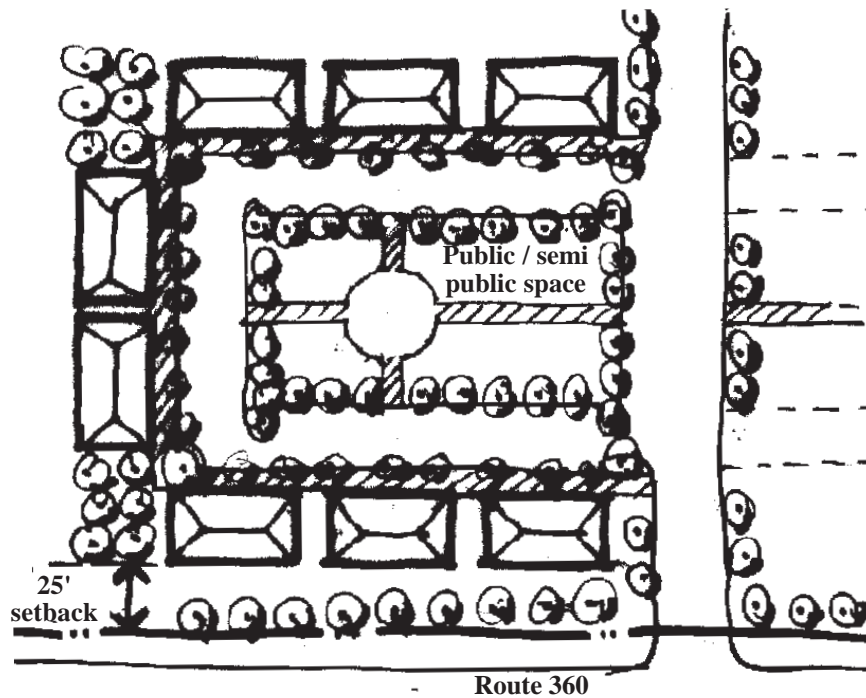
Perimeter areas within front and corner side yard setbacks shall be planted in a lineal pattern so as to create a formal landscape theme.

At least one large deciduous tree is required for each forty (40) lineal feet of road frontage. These trees shall be planted generally parallel to the adjacent road, approximately forty (40) feet on center. The species of tree shall be the same or similarly shaped within the front and corner side yard setbacks.

Low shrubs and ground cover shall be installed in accordance with applicable perimeter landscape requirements. **Perimeter landscape requirements for evergreen trees and small deciduous trees do not apply to front and corner side yard setbacks within the established commercial zones.**



Example of street trees with evergreen hedge



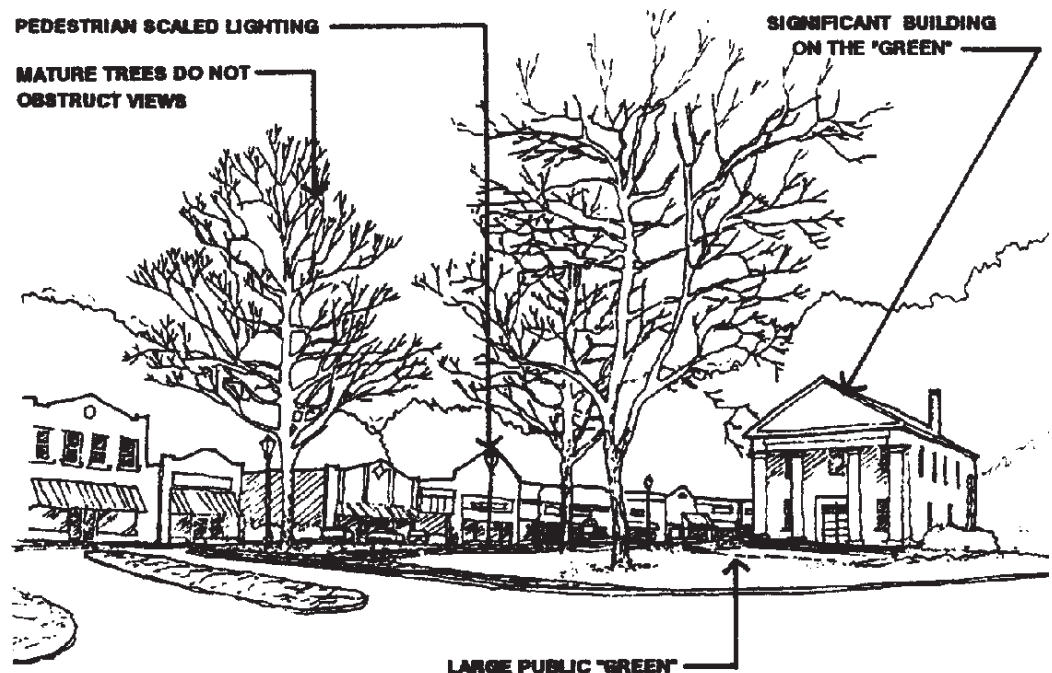
Per 19-588 (e)

Within the village center, buildings shall be situated around a public square of approximately 1 1/2 acres which shall be designated through recordation as an open space easement for public and semi-public use. Buildings shall not be separated from the public space by more than two (2) rows of parking accessed by a driveway and a sidewalk. The public space shall be designed to accommodate uses such as area civic

Per Sec. 19-588 (b)

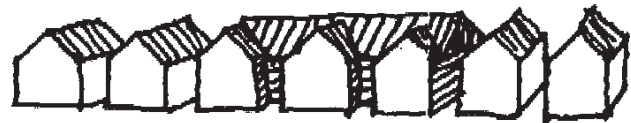
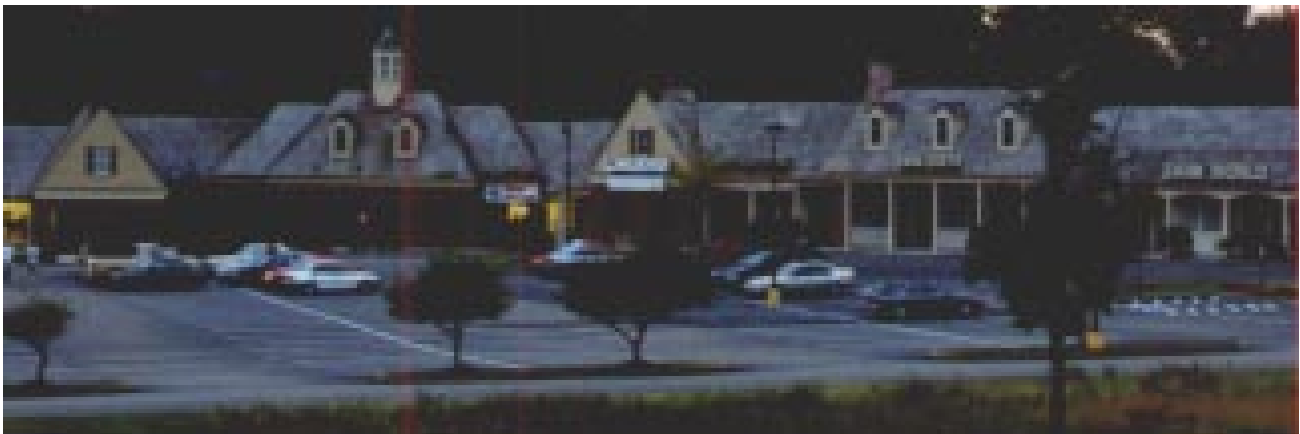
Building setbacks from Route 360 shall be permitted to be reduced to twenty-five (25) feet, provided that such buildings are arranged to define an area devoted to public and semi-public use.

association events, special commercial events, or cultural activities. Pedestrian amenities shall include benches for public seating and at least one of the following: gazebo/bandstand, fountain, sculpture, statuary or other similar site feature.



Per Sec. 19-588 (c)

All structures shall have an architectural style compatible with surrounding residential neighborhoods. No visible flat or shed roofs shall be permitted. Compatibility may be achieved through the use of similar building massing, materials, scale, colors, or other architectural features. Individual buildings shall not exceed two thousand (2,000) square feet of ground floor area.. Larger buildings shall be permitted when *designed to be perceived as several buildings clustered together*. May be achieved through the articulation of doors and windows, sculptural or textural relief of facades or architectural ornamentation, orientation, or varied roof lines.

**AVOID LARGE NON-DESCRIPT BUILDING MASSES****LARGER BUILDINGS MAY BE USED IF MASSING AND MATERIALS ARE COMPATIBLE WITH ADJACENT USES***Example of large building mass designed to be perceived as many individual buildings***Sec. 19-588 (d)**

Architectural treatment of buildings, including materials, color, and style, shall be compatible with buildings located within the same project or within the same block or directly across any road, as determined by the director of planning. Compatibility may be achieved through the use of similar building massing, materials, scale, colors, or other architectural features.

*Example of architectural compatibility within a development*

At the major crossroads in the Corridor (Walmsley/Hicks) is the Corridor Focus zone. This zone should become the focal point for business, work, and civic activity. The design of buildings and landscaping should be somewhat urban in character, incorporating differing but harmonious facades, street trees, on street parking, and public uses sharing plazas with retail uses.



This formal installation of street trees and an evergreen hedge provides vertical structure, defining spaces within the landscape, and defines circulation within the site.



Car wash designed to be consistent with the architectural style of the retail center shown on the facing page.

Chesterfield County, Virginia

LANDSCAPING

Per 19-589 (a)

Perimeter areas within front and corner side yard setbacks shall be planted in a lineal pattern so as to create a formal landscape theme.

At least one large deciduous tree is required for each forty (40) lineal feet of road frontage. These trees shall be planted generally parallel to the adjacent road, approximately forty (40) feet on center. The species of tree shall be the same or similarly shaped within the front and corner side yard setbacks.

Low shrubs and ground cover shall be installed in accordance with applicable perimeter landscape requirements. Perimeter landscape requirements for evergreen trees and small deciduous trees do not apply to front and corner side yard setbacks within the established commercial zones.

ARCHITECTURAL TREATMENT

19-589 (b) Architectural treatment of buildings, including materials, color, and style, shall be compatible with buildings located within the same project or within the same block or directly across any road, as determined by the director of planning. Compatibility may be achieved through the use of similar building massing, materials, scale, colors, or other architectural features.

Design Standards Manual

Per Sec 19-590

In addition to the Corridor Focus requirements stated above, the following conditions apply to the Corridor Focus area between Hicks Road, Route 360, and the Proposed Loop Road.

Per Sec 19-589 (a)-(e)

The roadways and development of this area shall take the form of a “small town historic main street”. Tree-lined sidewalks with pedestrian scale lighting shall abut buildings, and provide walking access to commercial uses and to the required one-half



acre town square or plaza.

The plaza shall be constructed as a “hardscaped” area to serve as a gathering place for area civic

association events, special commercial events, or cultural activities. Buildings shall front the plaza area.

The development of this area shall accommodate



a site for a library or other public use, as determined by the county. If there is a need for such public use, the site shall be within 300 feet of the plaza with a sidewalk connecting the public use to the plaza.

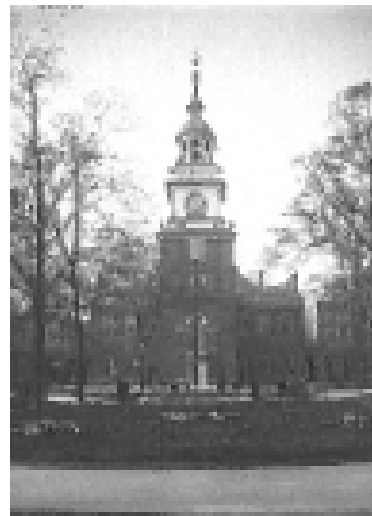
The site shall be generally laid out in a grid pattern,



with buildings fronting tree-lined streets with sidewalks and street lights. Buildings shall feature entryways, display windows and/or other elements to encourage pedestrian activity.

Pedestrian and vehicular access shall facilitate movement between uses fronting Route 360 and those oriented to the Proposed loop road.

A loading service court shall be created between the buildings facing the proposed loop road and those facing Route 360.



An architecturally significant vertical building element or landmark shall be constructed at the northeast intersection of Hicks Road and Route 360. This structure shall be at least fifty (50) feet in height and shall be located within twenty-five (25) feet of

Route 360. No signs will be permitted on the landmark or building element.